

REMARKS

Claims 1-9, 18-38, 47-68 and 77-93 are pending.

The Office Action rejects claims 1-9, 18-38, 47-68 and 77-89 under 35 USC 102 over Ashmore (US Pat. 6,738,630). This rejection is respectfully traversed.

The independent claims of the application recite accessing internet addresses from a wireless device, and include receiving a transmitted short-name of a website that a user of the wireless device desires to access. These features are not disclosed or suggested in the Ashmore, as further discussed below.

Ashmore discloses assigning a marker (or short identifier) to an entity about which a mobile device user is interested in obtaining information about. The marker is associated with an entity such as a restaurant, hotel, theater, store, corporation, school or road sign, but also may be associated with more general concepts such as weather, traffic conditions, Mexican food, etc. The mobile device uses the marker to obtain information about the entity or concept associated with the marker, such as restaurant menus, theater show times or traffic conditions. See col. 2, lines 40-65. Ashmore also mentions "domains", and indicates that the marker may be valid in view of one or more types of domains, specifically indicating that "Possible types of domains for a marker include geographic areas, times, dates, and/or events." See col. 3, lines 12-16. Preferred domains are geographical areas. Thus, these are not domain names in the context of the Internet or an Internet address. The information is stored on a content server, not a particular website the user wishes to access. The content server receives the marker and contextual information and maps the context to a domain, such as a geographical area, determines the content, and sends the content to the mobile device.

Thus, Ashmore does not disclose or suggest receiving a transmitted short-name of a website that a user of the wireless device desires to access, but instead receives a marker associated with an entity such as a restaurant, hotel, theater, store, corporation, school or road sign, but also may be associated with more general concepts such as weather, traffic conditions, Mexican food, etc, and obtains content that is associated with the marker, and with a

domain, such as the geographical area that the mobile device is located in. In contrast to the claimed invention in which the user desires to access a website and enters a short-name of the website into his wireless device, Ashmore is directed to obtaining information associated with a marker and the users location. Ashmore does not disclose accessing internet addresses from a wireless device by receiving a transmitted short-name of a website that a user of the wireless device desires to access. Accordingly, neither the independent claims, nor any of the dependent claims, are anticipated by Ashmore.

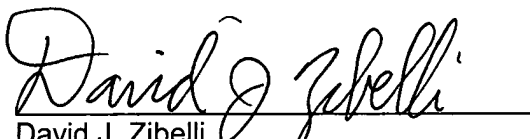
For these reasons, it is submitted that the independent claims, and the dependent claims, would not have been obvious over the cited references. Withdrawal of the rejections is requested.

For the above reasons, it is submitted that the application is in condition for allowance. Prompt consideration and allowance are solicited.

The Office is authorized to charge any additional fees under 37 C.F.R. § 1.16, § 1.17, or § 1.136, or credit of any overpayment, to Kenyon & Kenyon Deposit Account No. 11-0600.

Respectfully submitted,

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